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Tobacco Company

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June 5, 1995

TO: S. Majer T. Scott D. Keeney
 I. Miskewycz N. McCleary S. Schwalm
 J. Abrahamson A. Evanchik

SUBJECT: *APlus/Sunoco Authorized Contracts - 1995*

Dear Managers:

Meetings were recently held with APlus/Sunoco Corporate headquarters, Mr. Joe Kearney, Convenience Food Marketing Manager, for the purposing of presenting our 1995 contracts. APlus/Sunoco has agreed to maintain our current contracts in their corporate and franchise stores. This is a grandfathered chain; consequently, no changes will need to be made to SIS. However, the following opportunities exist with APlus/Sunoco for our company to place either self-service or non-self-service counter displays--listed below is pertinent information:

- o **Authorized Displays**
 - 2 Full Price Displays
 - Doral Counter Display
 - Cimarron/Doral Floor Rack, i.e., cartons and packs (available through McLane).
 - Cimarron counter display, i.e., this can be non-self-service or self-service.
 - RJR overhead merchandiser.

- o **RJR opportunities to place additional displays in targeted outlets:**
 - Attached is current list of locations without RJR base contracts. RJR manager should contact local APlus/Sunoco Division Management and make arrangements to secure and implement the above authorized program (outlined in this letter).

"We work for smokers."

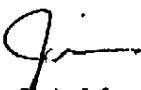
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- SIS information should be entered based upon grandfathered contract information., i.e., former base contract; temporary full price display; temporary savings display.
- The targeted locations in some cases may be identified as security stores, i.e., plexiglass, or high crime area. In these outlets, please implement the non-self-service base package contract, i.e., see attached picture and contracts.
- o Co-Marketing Accrual Contract. New Co-Marketing program will be entered by the Chain Department for all APlus/Sunoco Corporate locations via mass add.. It is not necessary for sales representatives to enter this information.
- o Value Added. See attached list of programs authorized through McLane.

If you have any questions, please don't hesitate to give me a call.

Warm regards,



J. A. Morris

JAM:des
Attachments

cc: R. F. Kane
 ✓ M. A. Young
 J. R. Loftin/J. P. Renahan
 B. G. Norman
 R. C. Farmer
 P. E. Schmidt
 L. T. Poole

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